

## ORDER



KSDK

**Orders**  
**Order / Rev:** 716383  
**Alt Order #:** 06335913  
**Product Desc:** AKIN FOR SENATE  
**Estimate:** 2729  
**Flight Dates:** 09/25/12 - 09/28/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement LLC  
**Buying Contact:**  
**Billing Contact:**  
 3946 North Hampton Drive  
 Powell, OH 432065

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Akin,T/R/Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	11	\$10,950.00	\$9,307.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$10,950.00	\$9,307.50	0.00
<b>Totals</b>	<b>11</b>	<b>\$10,950.00</b>	<b>\$9,307.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	09/25/12	09/28/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- TWTF - -	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		2				\$675.00		0.00			
2	KSDK	09/25/12	09/28/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- TWTF - -	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		2				\$1,200.00		0.00			
3	KSDK	09/25/12	09/28/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- TWTF - -	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		2				\$1,350.00		0.00			
4	KSDK	09/25/12	09/28/12	LN (M-F) LN (M-F)	CM	10-1035p	- TWTF - -	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		2				\$1,800.00		0.00			
5	KSDK	09/25/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	- TWTF - -	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		3				\$300.00		0.00			
													Totals	11	\$10,950.00